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Pecans
for
Profit

H. HAROLD HUME'S *Opinion*

(Professor Hume is the author of many books on pecans and an acknowledged authority on the subject. In the course of his varied experience he has been professor of Botany and Horticulture at the University of Florida, State Horticulturist of North Carolina, President of the Florida State Horticultural Society.)



“In all-around excellence, the pecan is equalled by none of the native American nut-bearing trees. Certainly it is surpassed by no exotic species. It stands in the list of nut trees with but few equals and no superiors.

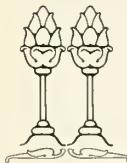
“At present it is gaining a position of so much importance as an orchard tree that, ere long, it will become an extremely important item in the horticultural wealth. Some day varieties of pecans will become known in the markets, just as varieties of grapes, apples or pears are known. The day is not far distant when Frotscher, Schley, Stuart, Curtis, or other varieties of pecans, will be known by name by the purchasing public, asked for in the markets and recognized when procured.

“Until then, there is no danger of the industry being overdone, and not even then, because our population is constantly growing, the pecan is being put to a variety of new uses, and as yet export trade is entirely undeveloped.”

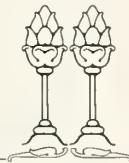


WIGHT NURSERY *and* ORCHARD CO.

J. B. WIGHT, *Proprietor*
CAIRO, GEORGIA



Pecans for Profit



*T*HE *Pecan Industry* is barely “of age,” yet it is a veritable young giant. Ninety-five percent of improved varieties of pecans now growing have been set within the past 20 years--but already pecans are an extremely important and profitable crop in

Central and Eastern North Carolina

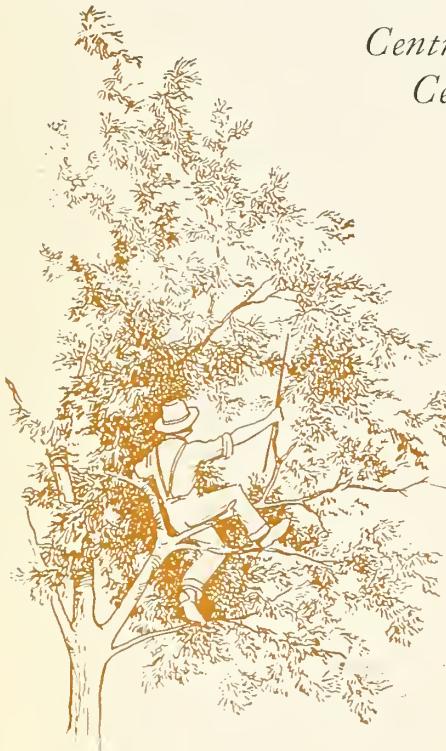
Central and Eastern South Carolina

Central and Southern Georgia

Northern Florida

Alabama, Louisiana, Mississippi

Texas and Oklahoma



Crop reports indicate that there is approximately one-third of a pound of pecans grown each year for every person in the United States. One authority makes the statement—and he has good grounds—that there are not enough pecans grown to adequately supply the demands of the New York and Chicago markets alone!

Years ago, pecans were used for little else than for a dessert. Today their uses are multiplying. They are used extensively on the table, by manufacturers of candies and confections, bakeries, etc.

W. A. McRAE's *Opinion*

(Mr. McRae, as Commissioner of Agriculture for the State of Florida, expressed definite views in the "Florida Quarterly Bulletin" which are of interest. It should be pointed out, however, that pecans are now bringing an average of 30 to 40 cents per pound wholesale, instead of the 50 cent price mentioned by Mr. McRae at the time his article was written.)



MR. J. B. WIGHT'S FAMOUS FROTSCHER TREE WHICH HAS AVERAGED \$100 A YEAR FOR SIXTEEN YEARS. READ ITS RECORD.

"While we believe pecan growing to be a fine investment, we advise conservatism. Do not plant more than can be properly cared for. The industry has come to stay, and with time it will grow to vast proportions.

"We do not believe any person living today will ever see the demand wholly supplied, let alone a glutted market.

"The best grades of pecans are bringing about 50 cents per pound, but if this price is reduced in time to 10 cents per pound, there is more money in growing them than there is in most of the standard crops under good management."

The Secret of SUCCESSFUL and PROFITABLE Pecan Growing

Mr. McRae has put his finger right on an important point. The secret of successful and profitable pecan growing is good care! There is no profit in paying fifty cents or one dollar for a tree and then neglecting it. It is the individual trees and orchards that have been well cared for which are today the pride and profit of their owners; and where disappointment has come it is because at least one of the three essentials for success has been neglected.

These three essentials are, briefly:

- (1) Good thrifty trees that are adapted to the section in which they are to grow.
- (2) Set on good land, for a tree whose product is as valuable as the pecan deserves only the best.
- (3) Trees should be well cared for. The Wight Nursery and Orchard Company, of Cairo, Georgia, will be glad to send to any interested person a copy of its folder dealing with the care of pecan trees. A request puts you under no obligation.

A Treasure Crop

Throughout the pecan belt are individual trees that are worth from \$500 to \$1,000 each, based on an 8 percent annual income on this amount. A tree yielding an average crop of \$50 worth of nuts per year, allowing \$10 for gathering and marketing them, is well worth \$500, this being 8 percent net of this amount.

A Noted Tree

As an example of the growth made by a tree under favorable conditions, these figures of a budded Frotscher pecan tree standing in our home lot at Cairo, Georgia are given. The tree was about three feet high when it was set in 1892; it cost \$2.00.

The first column gives the circumference of the tree in inches, three feet from the ground, at the end of the year indicated. The second column gives the weight of the nuts produced each year. No measurements were made until December of 1894.

The 1925 figures, of course, are estimated.



	Circumference	Nuts in Pounds		Circumference	Nuts in Pounds
1894	8 1/2	inches		1910	65
1895	12 1/4	"		1911	66
1896	14 1/2	"	1 nut	1912	68
1897	20	"	7 lbs.	1913	71
1898	25	"	10 1/2 "	1914	72
1899	29 1/4	"	13 1/2 "	1915	74
1900	33 1/4	"	27 "	1916	76
1901	37 1/4	"	16 "	1917	78
1902	40 1/4	"	45 "	1918	80
1903	44	"	80 "	1919	83
1904	46 3/4	"	121 "	1920	84
1905	50	"	131 "	1921	85
1906	53	"	96 "	1922	86
1907	56	"	30 "	1923	88
1908	59 1/2	"	169 "	1924	89
1909	62	"	352 "	1925	90



A PECAN GROVE IS IMPOSING EVEN IN WINTER.

“The Record of the Past is the Surest Promise for the Future”

What have others done? The question is a fair one. To list all the wonderful records of success in pecan growing that are known to us would call for a booklet a great deal larger in size than this modest folder, so only a few typical cases are cited.

J. A. Kernodle of Auburn, Ala., writes: “My pecan trees get more interesting every year as they get older and the yield increases. We shipped to the Exchange over 10,000 pounds the past season. The Frotscher I wrote you about bearing $72\frac{1}{2}$ pounds at 10 years set, had 122 pounds the 11th year, 98 pounds the 12th year, and 172 pounds the 13th year. From four Frotschers 11 years old, standing 50 feet apart, we gathered 440 pounds. I have a number of Schley and Stuart 12 and 13 years old that net me over \$50.00 each per year. I am planting more trees every year, as I had rather leave good pecan trees planted on good land for my family than life insurance or any other investment I know of.”

A Great SECONDARY Crop

J. M. D. McGregor of Ailey, Ga., sounds a thought that is worthy of deep consideration—the planting of pecans as a profitable secondary crop. He says: "In 1921 I realized that the boll weevil would eventually reduce our crop of cotton, so I began to experiment with other things to take the place of at least a part of our cotton as a money crop.

"So I tried tobacco, watermelons, cucumbers, Irish potatoes, sweet potatoes, beans and other things, with varying success or failure. I also bought from you 100 pecan trees and set them in 1912. I have given them no special attention and have made no record breaking crops of nuts, but they have paid me more than the interest on a valuation of \$1000 per acre since they were seven years old. In 1923 they paid me more than \$200 per acre."

There is big money in pecan growing when properly managed; and the pecans of the South should be grown by the people of the South, as is our cotton. Pecans will never supplant cotton but they will supplement it as a great secondary money crop.

What Some of Our 3,000 Customers Say about our PAPER SHELL PECAN TREES



.... "I have been offered trees much cheaper than yours, but one season's experience with other trees was enough for me. I want trees that I can 'get behind' with all confidence. In other words, I want only your trees."—Jno. P. Bross, Poplar Branch, N. C.

.... "If you will recall I bought one hundred Schley Pecan Trees from you last Fall and I want to tell you that I have met with very much success with your trees; out of the one hundred I put out, ninety-nine are living and doing remarkably well."—L. J. Roobin, Cordele, Ga.

.... "The pecan trees arrived on Christmas day in perfect condition."—Mrs. E. A. Robston, El Paso, Texas.

.... "I want to compliment you on your trees, they have proved better bearers than any that I have purchased from any nursery. My grove now consists of 150 acres, which I expect to increase to 250 within the next few years."—F. V. Scott, Elizabeth City, N. C.

.... "I wonder if you are still selling trees to anyone who has been your customer for eighteen years, as I have. And in all that time I don't recall having any kick to offer."—Irwin McIntyre, Thomasville, Ga.

.... "The trees I got from you are very pretty indeed. Will be just two years next month since I put them out. Have a few nuts on some of the trees now. Am very proud of the little grove."—Dr. Harry L. Flynt, Atlanta, Ga.

.... "The 212 pecan trees you sent me are all living. I am highly pleased with them."—Judge D. A. R. Crum, Cordele, Ga.



F. L. Raburn of Ideal, Ga., reports:

"Your trees grew more the first year than trees from other nurseries grew the second year."

T. Ben Keer of Piedmont, Ala., informs us:

"You have not heard from me in a long time but I want to write and tell you how proud I am of the pecan trees bought from you in the falls of 1918 and 1919. All of these trees are living and are flourishing, and the admiration of all who see them."

Our Mr. J. B. Wight's own Frotscher tree, pictured elsewhere in this folder, has yielded an average income of \$100 per year for 16 consecutive years. Nor is this an isolated instance! Don't you want a source of income like this—one that will work for you, unfailingly—and for your family after you are gone?

THIS TREE IS ONE IN AN ORCHARD OF SEVENTY-FIVE ACRES WHICH HAS BEEN SEEN AND ADMIREDBY MANY VISITORS.

Pecan Trees for Shade

Pecans provide as desirable a shade about the home as the oak, the sycamore, or any of our other native trees. With its symmetrical form, graceful branches, straight trunk and magnificent foliage, the pecan is a thing of real beauty—an aristocrat among all trees. In addition to its beauty it pays good rent for the ground it grows on.

Almost every yard in Monticello, Florida, has pecan trees growing in it. The same is true of Cairo and Albany, Georgia—and other places which could be mentioned. You will do well to consider the pecan as the shade tree with no superior; and you will be further influenced by its record of long life. There are well authenticated records of trees having been cut in the native forests of Texas, which by their rings were shown to be more than 400 years old!

Will Pecans Pay?

Ten years ago Mrs. M. L. Randolph of Bayou Goula, La., propounded the question as to whether or not it would pay to set land to pecan trees, and inquired about the value of such land when properly planted. We answered her question in part as follows:

"Good land set to vigorous budded trees at the end of the first year is worth \$100 per acre. Add \$50 to this value at the end of each year of growth. With this as a basis your land should therefore be worth—

"At the end of 5 years	\$300 per acre
At the end of 10 years	\$550 per acre
At the end of 15 years	\$800 per acre

"While varieties differ slightly as to the age at which they begin to bear, yet this may be safely put at from four to six years from the time trees are transplanted. By the tenth year, when the value as above is \$550, the net income per acre should be 8 percent of this amount, or \$44. By the fifteenth year the net income should be \$64 per acre, or 8 percent on \$800. The twentieth year should show more than a net income of \$84 per acre, or an 8 percent income on a valuation of \$1,050 per acre. By net income is meant what remains after deducting a reasonable amount for cultivating and fertilizing trees, and for the gathering of the nuts.



This estimate, as stated, was made ten years ago. Recent investigation and experience show that it was not overdrawn.



Thirty-eight years' experience with the pecan has given us a fair understanding of pecan problems. You are cordially invited to consult us, without obligation, on any matter pertaining to pecans.

Simply address us at CAIRO, GEORGIA.



"YOUNG MAN, PLANT A PECAN GROVE"

Facts about Wight Trees

Only strong and vigorous trees are shipped. Scions are taken from our own trees, growing and fruiting in our groves. We have no agents, but our bearing trees, our nursery stock and our satisfied customers.

The experience of most orchardists is that a budded tree is better than a grafted one. It is less subject to winter-killing. Accordingly, we have altogether discarded grafting, although we could grow trees more cheaply by that method.

*"Thirty-eight years ago this bit of advice started us in the pecan business:
"Young man, plant a pecan grove; when you are old it will support you."
The intervening years have demonstrated the wisdom of the conclusion.*

Some Reasons

THE success of the orchard is determined by the character of the transplanted tree. A runt in the nursery never grows into a giant tree. It is, therefore, important to begin with the best obtainable nursery stock. The following distinctive features characterize my nursery practise.

1. Stocks for budding are grown from selected nuts, the selection being based on the vigor and healthfulness of the parent trees.

2. Of the trees coming, even from these selected nuts, many lack the vigor necessary to produce a rapid growth. These are discarded as worthless.

3. My trees are not dug and "heeled" in to await a customer. This and other precautions account for the promptness with which my trees generally grow off when carefully transplanted.

4. While well grown, my nursery trees are not over-stimulated by applications of excessive quantities of fertilizers.

5. To transplant successfully, a pecan tree should have a good lateral root system. Trees grown on san-

(Over)

dy soil usually have an abnormally large tap root with few well developed laterals. Being grown on a stiffer soil than that generally used for growing pecan trees, my nursery stock is the equal of any.

6. There is no nut grass in my nursery.

7. A tree with an older root than four years (most of my trees have three year roots) is never sent out. If a tree hasn't sufficient vigor by that time to be marketable, it is dug up and burned. The setting of dwarfish trees with roots five to six years old accounts for the failure of many pecan orchards.

8. The experience of most orchardists is that a budded tree is better than a grafted one. In particular it is less subject to winter-killing. This being the case, I have entirely discarded grafting. The chief reason why many nurserymen still adhere to grafting is because a tree can be grown more cheaply by grafting than by budding.

My first aim is to produce trees that will give satisfaction when transferred to the orchard, and then to sell them at reasonable prices.

J. B. WIGHT

CAIRO, GA.

Pecans for YOUR *Profit!*

The pecan is the least perishable and most profitable fruit crop known. Pecans do not have to be marketed immediately after they ripen. Most fruits do.

Pecans can be marketed at any time during the several months following the harvest. Few crops have as ready and profitable a markets as pecans.

Consider carefully the facts set forth in this folder; and then, if you decide to go into the growing of pecans, call on us to help you with suggestions or otherwise. Our years of experience are at your command.

Write us for prices on trees and on the various phases of making a profitable orchard.



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